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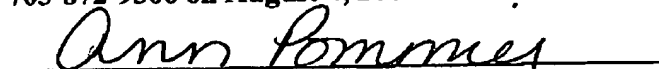
FAX COVER LETTER

August 4, 2004

TO: Mail Stop Amendment
COMPANY: U.S. Patent and Trademark Office
PHONE:
FAX: 703-872-9306

FROM: Christopher R. Hilberg
DIRECT DIAL: 612.607.7386
EMAIL: Chilberg@oppenheimer.com
RE: Serial No. 09/196,338
Attorney Docket No. 60021-302901

COMMENTS: I certify that this correspondence is being transmitted by facsimile to Mail Stop Amendment, Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450 via facsimile number 703-872-9306 on August 4, 2004.



Ann Pommier

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Serial No 09/196,338
In reply to Office Action mailed May 5, 2004
Page 1 of 9

OFFICIAL**PATENT****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****RECEIVED
CENTRAL FAX CENTER****AUG 04 2004****Applicant:** Sean Handel et al.**Serial No.:** 09/196,338**Filing Date:** November 19, 1998**Title:** A PERSONALIZED PRODUCT REPORT**Docket #:** 60021/302901**Group Art Unit:** 3622**Examiner:** Kemper, Melanie A.

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF MAILING

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AMENDMENT AND RESPONSE TO OFFICE ACTION

Dear Sir:

This paper is responsive to the Office Action dated May 5, 2004.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.